


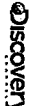





10/12/2016 4:11PM

Mario Diaz Balart

Ft. Myers-Naples Ju16 C-DMA Nielsen Live+7

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
7655, North Collier - Golden Gate										
AMC										
	M-Su 5a-9a	AMC	10/17/16	10/30/16	30	2	2	\$24.00	4	\$96.00
	M-Su 9a-4p	AMC	10/17/16	10/30/16	30	4	2	\$20.00	8	\$160.00
	M-Su 7p-12m	AMC	10/17/16	10/30/16	30	5	2	\$46.00	9	\$414.00
	Sa-Su 11a-7p	AMC	10/17/16	10/30/16	30	3	2	\$24.00	6	\$144.00
CNBC										
	M-Su 5a-9a	CNBC	10/17/16	10/30/16	30	4	2	\$32.00	8	\$256.00
	M-Su 9a-4p	CNBC	10/17/16	10/30/16	30	4	2	\$26.00	8	\$208.00
CNN										
	M-Su 5a-9a	NEW DAY<	10/17/16	10/30/16	30	2	2	\$43.00	4	\$172.00
	M-Su 9a-4p	CNN NEWSROOM<	10/17/16	10/30/16	30	5	2	\$34.00	10	\$340.00
	M-Su 4p-7p	VARIOUS	10/17/16	10/30/16	30	5	2	\$51.00	10	\$510.00
	M-Su 7p-12m	AVG. ALL WKS<	10/17/16	10/30/16	30	5	2	\$77.00	10	\$770.00
	Sa-Su 11a-7p	CNN NEWSROOM<	10/22/16	10/30/16	30	5	2	\$60.00	10	\$600.00
DISC										
	M-Su 7p-12m	DISCOVERY	10/17/16	10/30/16	30	4	2	\$69.00	8	\$552.00
	Sa-Su 11a-7p	DISCOVERY	10/17/16	10/30/16	30	4	2	\$60.00	8	\$480.00
FXNC										
	M-Su 5a-9a	FOX AND FRIEND<	10/17/16	10/30/16	30	5	2	\$172.00	10	\$1,720.00
	M-Su 9a-4p	FOX NEWS	10/17/16	10/30/16	30	4	2	\$122.00	8	\$976.00
	M-Su 4p-7p	FOX NEWS	10/17/16	10/30/16	30	2	2	\$233.00	4	\$932.00
	M-Su 7p-12m	FOX NEWS	10/17/16	10/30/16	30	4	2	\$354.00	8	\$2,832.00
HGTV										
	M-Su 7p-12m	HGTV	10/17/16	10/30/16	30	4	2	\$94.00	8	\$752.00
	Sa-Su 11a-7p	HGTV	10/22/16	10/30/16	30	4	2	\$85.00	8	\$680.00
TNT										
	M-Su 4p-7p	TNT	10/17/16	10/30/16	30	4	2	\$85.00	8	\$680.00



Network
Daypart
Program

Start Date
End Date
Unit Dur
Avg Units/Wk
Active Weeks
Rate
Total Units
Cost

M-Su 7p-12m
Sa-Su 11a-7p

TNT
TNT

10/17/16
10/30/16
10/30/16

30
30
4
4

2
2

\$128.00
\$103.00

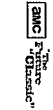
8
8

\$1,024.00
\$824.00

0956, South Collier - Naples

Totals 173 \$15,122.00

AMC



M-Su 5a-9a
M-Su 9a-4p
M-Su 7p-12m
Sa-Su 11a-7p

AMC
AMC
AMC
AMC

10/17/16
10/17/16
10/17/16
10/17/16

30
30
30
30

2
2
2
2

\$24.00
\$20.00
\$46.00
\$24.00

4
8
9
6

\$96.00
\$160.00
\$414.00
\$144.00

CNBC



M-Su 5a-9a
M-Su 9a-4p

CNBC
CNBC

10/17/16
10/17/16
10/30/16

30
30
4
4

2
2

\$32.00
\$26.00

8
8

\$256.00
\$208.00

CNN



M-Su 5a-9a
M-Su 9a-4p
M-Su 4p-7p
M-Su 7p-12m
Sa-Su 11a-7p

NEW DAY<
CNN NEWSROOM<
VARIOUS
AVG. ALL WKS<
CNN NEWSROOM<

10/17/16
10/17/16
10/17/16
10/17/16
10/22/16

30
30
30
30
30

4
2
2
2
2

\$43.00
\$34.00
\$43.00
\$69.00
\$34.00

8
10
10
10
10

\$344.00
\$340.00
\$430.00
\$690.00
\$340.00

DISC



M-Su 7p-12m
Sa-Su 11a-7p

DISCOVERY
DISCOVERY

10/17/16
10/17/16
10/30/16

30
30
4
4

2
2

\$77.00
\$51.00

8
8

\$616.00
\$408.00

FXNC



M-Su 5a-9a
M-Su 9a-4p
M-Su 4p-7p
M-Su 7p-12m

FOX AND FRIEND<
FOX NEWS
FOX NEWS
FOX NEWS

10/17/16
10/17/16
10/17/16
10/17/16

30
30
30
30

5
4
2
5

\$162.00
\$112.00
\$244.00
\$324.00

2
2
2
2

\$1,620.00
\$896.00
\$976.00
\$2,916.00

HGTV



M-Su 7p-12m
Sa-Su 11a-7p

HGTV
HGTV

10/17/16
10/22/16
10/30/16

30
30
4
4

2
2

\$111.00
\$111.00

8
8

\$888.00
\$888.00

TNT

M-Su 4p-7p

TNT

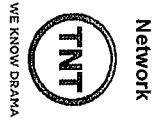
10/17/16
10/30/16

30
4
2

\$77.00

8

\$616.00



Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
	M-Su 7p-12m	TNT	10/17/16	10/30/16	30	4	2	\$119.00	8	\$952.00
	Sa-Su 11a-7p	TNT	10/22/16	10/30/16	30	4	2	\$85.00	8	\$680.00

Totals 178 \$14,878.00

Grand Totals 351 \$30,000.00

Broadcast Month Costs - Grand Total			
Month	Gross Cost	Total Units	
10/2016	\$30,000	351	
Total	\$30,000	351	

This report has been prepared using STRATA NuMath research.
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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Ft. Myers-Naples Jul16 C-DMA Nielsen Live+7

Cable Zones: Comcast, North Collier - Golden Gate

Ft. Myers-Naples Jul16 C-DMA Nielsen Live+7

Cable Zones: Comcast, South Collier - Naples

Source Field Codes:

TP - Time Period

Disclaimer

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.

Two-week cancellation policy.

Network ratings data for OWN will be inaccurate prior to the January 2011 book.
Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone, Nielsen Universe Nielsen full footprint interconnect Universe Estimate. Zone estimates are generated by using Nielsen interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone, Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPW and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Authorized Acceptance: _____ Date: **10/14/16**
Comcast Acceptance: _____ Date: _____